Order / Rev: 35868 Alt Order #: 08802408 Product Desc: ISSUE

Nebo Media

Jessica Murray

3299 K Street NW

AGY, POL, ISS

Estimate:

Flight Dates: Original Date / Rev:

10/24/12 - 10/30/12 09/26/12 / 09/26/12

Order Type: **GENERAL**

KLAS

Cash

Broadcast

09/04/11

00:10:00

Mike Jones Primary AE:

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name:

Buying Contact:

Billing Contact:

Washington, DC 20007

Billing Type: Billing Calendar:

Billing Cycle:

Agency Commission:

15%

EOM/EOC

Advertiser

Name:

NRSC

Demographic: A35+ PO4 Product Codes:

LV2 Priority:

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	35	\$47,950.00	\$40,757.50
10/29/12	10/30/12	18	\$32,200.00	\$27,370.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$47,950.00	\$40,757,50	0.00
November 2012	18	\$32,200.00	\$27,370.00	0.00
Totals	53	\$80,150.00	\$68,127.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	-		Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	31%	\$80,150.00
Market	100%	\$258.548.39

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	18%	\$46,538.71		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	17%	\$43,953.23		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
-	1	8	10/24/12	10/26/12	8 News Now 6a M-F 8 News Now 6a M-F		6-7a	WTF	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
		NEWS					-							
		<u>Sta</u>	rt Date	End Date	Weekdays St	oots/Week	Rate	Rating						
	W	eek: 10/	22/12	10/28/12	WTF	1	\$1,200.00	0.00						
-	2	8	10/29/12	10/30/12	-	СМ	6-7a	MT	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00

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KLAS

Order / Rev:

35868

Advertiser:

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Alt Order #:

08802408

Product Desc:

ISSUE

Flight Dates:

10/24/12 - 10/30/12

Estimate:

mate:

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now 6a M 8 News Now 6a M									
NE\	NS		o News Now oa IV	I - F								
	Start Date : 10/29/12	End Date 11/04/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
3	8 10/24/1	2 10/26/12	CBS This Morning		7-9a	WTF	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
EAF	RLY SHOW		_	•								
	Start Date	End Date		Spots/Week	Rate	Rating						
	: 10/22/12	10/28/12	WTF		\$1,000.00	0.00	.20	_	\$1,000.00LV1	0.00 NM	2	\$2,000.00
		2 10/30/12	CBS This Morning CBS This Morning		7-9a	MT	:30	2	\$1,000.00LV1	U.OU INIVI	2	\$2,000.00
EAI	RLY SHOW Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/29/12	11/04/12	MT		\$1,000.00	0.00						
		2 10/26/12	Live w/Kelly	СМ	9-10a	WTF	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
			Live With Regis &	Kelly								
KEI		F. 4 D.4.	Marabalana	On ata Atlanta	Data	Detina						
Mook	Start Date : 10/22/12	End Date 10/28/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$850.00	Rating 0.00						
		2 10/30/12	•	CM	9-10a	MT	:30	1	\$850.00LV2	0.00 NM	1	\$850.00
		- 10.00.12	Live With Regis &						·			
KEI	_LY		_									
	Start Date	End Date		Spots/Week	Rate	Rating						
	: 10/29/12	11/04/12	MT	1	\$850.00	0.00	-20	4	#2 500 001 V/4	0.00 NM	1	\$3,500.00
7	8 10/24/1	2 10/26/12	Price Is Right Price Is Right	CM	10-11a	WTF	:30	•	\$3,500.00LV1	U.UU INIVI		\$3,500.00
PR			_									
Mode	Start Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating 0.00						
	: 10/22/12 B 10/24/1	10/28/12 2 10/26/12		M-F CM	\$3,500.00 12-1230p	WTF	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
10	0 10/24/1	12 10/20/12	8 News Now Nooi		12-1250p		.50	_	\$650.00E\$2	0.00 1111	-	\$1,700.00
NE	ws											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	: 10/22/12	10/28/12	WTF	2	\$850.00	0.00	.00		#050 001 V/2	0.00 NB4	,	64 700 00
11	8 10/29/1	12 10/30/12	8 News Now Noor 8 News Now Noor		12-1230p	MT	:30	2	\$850.00LV2	0.00 NM	2	\$1,700.00
NE	ws		0 146M2 140M 14001	11 141-1								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week	: 10/29/12	11/04/12	MT	2	\$850.00	0.00				<u> </u>		
12	8 10/24/1	12 10/26/12	1230-2p Soaps/ LI		1230-2p	WTF	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
90	APS		Soaps / Let's Mak	e A Deal								
00	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week	: 10/22/12	10/28/12	WTF	1	\$900.00	0.00						
13	8 10/29/1	12 10/30/12	1230-2p Soaps/ L		1230-2p	MT	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
00	400		Soaps / Let's Mak	e A Deal								
80	APS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/29/12	11/04/12	MT	<u>30013/44EER</u>	\$900.00	0.00						
		12 10/26/12	The Talk 2-3P	CM	2-3p	WTF	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
			The Talk									
TAI		F. 4 B - 4	Madeles	C==4= A41= =1	D-4-	Detino						
Week	Start Date	End Date 10/28/12	<u>Weekdays</u> WTF	Spots/Week 1	<u>Rate</u> \$900.00	<u>Rating</u> 0.00						
		12 10/30/12	The Talk 2-3P	CM	2-3p	MT	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
			The Talk		-							
TAI		F. 15.	1811.3	04-8441	5-4-	Datina						
Mod	Start Date c: 10/29/12	End Date 11/04/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
_		12 10/26/12	*11	CM	3-4p	WTF	:30	2	\$1,000.00LV2	0.00 NM	2	\$2,000.00
10	0 1012-11			J.11.	~ ·r	••••	.50	_	,	-	_	

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KLAS

Order / Rev:

35868

Advertiser:

NRSC

Alt Order #: Flight Dates:

08802408 10/24/12 - 10/30/12

Product Desc:

ISSUE

Estimate:

Inventory Code Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Break Ellen Ellen **ELLEN** Spots/Week Rating **End Date Weekdays** Rate Start Date 10/28/12 --WTF--\$1,000.00 0.00 Week: 10/22/12 :30 2 \$1,000.00LV2 0.00 NM 2 \$2,000.00 CM 3-4p MT----8 10/29/12 10/30/12 Ellen 17 Ellen **ELLEN** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/29/12 11/04/12 MT----2 \$1,000.00 0.00 2 \$1,300,00LV2 \$2,600.00 --WTF--:30 0.00 NM 18 8 10/24/12 10/26/12 8 News Now 4p M-F CM 4-5p 8 News Now 4p M-F **NEWS** Spots/Week Rating Rate Start Date **End Date** Weekdays --WTF--\$1,300.00 0.00 2 Week: 10/22/12 10/28/12 1 \$1,300.00LV2 0.00 NM \$1,300.00 MT----:30 1 10/29/12 10/30/12 8 News Now 4p M-F CM 4-5p 8 19 8 News Now 4p M-F **NEWS** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 MT----\$1,300.00 0.00 2 \$1,500.00LV2 0.00 NM 2 \$3,000.00 --WTF--:30 20 8 10/24/12 10/26/12 8 News Now 5-630p M-FCM 5-630p 8 News Now 5-630p M-F **NEWS** Rating Start Date **Weekdays** Spots/Week Rate **End Date** 10/28/12 --WTF--\$1,500.00 0.00 Week: 10/22/12 8 News Now 5-630p M-FCM MT----:30 1 \$1,500.00LV2 0.00 NM \$1,500.00 10/29/12 10/30/12 5-630p 8 News Now 5-630p M-F **NEWS** Spots/Week Rating Start Date **End Date** Weekdays 1 Rate MT----0.00 11/04/12 \$1,500.00 Week: 10/29/12 --WTF--2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 :30 10/24/12 10/26/12 630-7p Inside Edition CM 630-7p 22 8 Inside Edition IN EDITION Spots/Week Rating Weekdays Rate **Start Date End Date** --WTF--0.00 10/28/12 \$1,300.00 Week: 10/22/12 :30 1 \$1,300.00LV2 0.00 NM 1 \$1,300.00 CM 630-7p MT----10/29/12 10/30/12 630-7p Inside Edition 23 Inside Edition IN EDITION **End Date Weekdays** Spots/Week Rate Rating Start Date MT----\$1,300.00 0.00 Week: 10/29/12 11/04/12 7-8p :30 2 \$1,300.00LV2 0.00 NM 2 \$2,600.00 24 10/24/12 10/26/12 7-8p Rotator CM --WTF--7-8p Rotator ET/INSIDER Weekdays Spots/Week Rate Rating Start Date **End Date** 10/28/12 --WTF--2 \$1,300.00 0.00 Week: 10/22/12 7-8p Rotator 7-8p 1 \$1,300.00LV2 0.00 NM \$1,300.00 CM MT----:30 10/29/12 10/30/12 25 8 7-8p Rotator ET/INSIDER Spots/Week Rating **End Date Weekdays** Rate Start Date 11/04/12 \$1,300.00 0.00 1 Week: 10/29/12 2 \$2,200.00LV1 --WTF--:30 0.00 NM 2 \$4,400.00 26 8 10/24/12 10/26/12 8 News Now 11p M-F CM 11-1135p 8 News Now 11p M-F **NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate 0.00 --WTF--\$2,200.00 Week: 10/22/12 10/28/12 2 0.00 NM MT----:30 2 \$2,200,00LV1 2 \$4,400.00 27 8 10/29/12 10/30/12 8 News Now 11p M-F CM 11-1135p 8 News Now 11p M-F **NEWS** Start Date **End Date** Spots/Week Rating Weekdays Rate MT----\$2,200.00 0.00 Week: 10/29/12 11/04/12 \$850.00LV2 2 \$1,700.00 1135p-1237a --WTF--:30 2 0.00 NM 10/24/12 10/26/12 CM

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Order / Rev:

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Advertiser:

NRSC

Alt Order #:

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Product Desc:

ISSUE

KLAS

Flight Dates:

10/24/12 - 10/30/12

Estimate:

Lr	1 (Ch Sta	ırt	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
					Letterman									
	LE	ETTERMAN												
		Start Dat	_	End Date	Weekdays	Spots/Week	Rate	Rating						
		ek: 10/22/12		10/28/12	WTF	2 CM	\$850.00	0.00	:30	1	\$850.00LV2	0.00 NM	1	\$850.00
2	9	8 10/2	9/12	2 10/30/12	Letterman Letterman	CM	1135p-1237a	MT	.30	'	\$650,00LV2	U.UU INIVI	'	\$650.00
	LE	ETTERMAN	1											
		Start Dat	e	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
_		ek: 10/29/12	_	11/04/12	MT	1	\$850.00	0.00						
3	0	8 10/2	4/12	2 10/26/12	8 News Now 5a M 8 News Now 5a M		5-6a	WTF	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
	N	EWS			o News Now Jan	/1-1								
		Start Dat	e	End Date	Weekdays	Spots/Week	Rate	Rating						
_ '	Veε	ek: 10/22/12	_	10/28/12	WTF		\$1,000.00	0.00						
3	1	8 10/2	7/12	2 10/28/12	8 News Now 11p		11-1135P	SS	:30	2	\$1,100.00LV2	0.00 NM	2	\$2,200.00
	K1	EMC			8 News Now Sa/S	Su 11p								
	N.	EWS Start Dat		End Date	Weekdays	Spots/Week	Rate	Rating						
,	Wee	ek: 10/22/12	-	10/28/12	SS		\$1,100.00	0.00						
_	2		_	2 10/27/12	CBS Early Show		5-7a	S-	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
					CBS Early Show									
	S	AT EARLY				0	D 1-	D. H						
	10/	Start Dat ek: 10/22/12		End Date 10/28/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$550.00	Rating 0.00						
_	3		_	2 10/27/12	NCAA Football	CM		je FooS-	:30	1	\$5,000.00LV1	0.00 NM	1	\$5,000.00
	13	0 10/2	. / / 1 /	2 10/2//12	NCAA College Fo		(10:00 AM-3:		.00		\$0,000.00E*1	0.00 1111		40,000.00
	С	OLLEGE F	001	ΓBALL			•	,						
		Start Dat		End Date	Weekdays	Spots/Week	Rate	Rating						
_		ek: 10/22/12		10/28/12	S-		\$5,000.00	0.00			4000 001110	0.00.104		2000 00
3	34	8 10/2	27/1	2 10/27/12	8 News Now Sat		5-7p (5:00 PM-5:3)	S-	:30) 1	\$800.00LV2	0.00 NM	1	\$800.00
	Ν	IEWS			8 News Now Sat	5-7p	(5.00 PIVI-5.5	U PIVI)						
	•	Start Da	te	End Date	Weekdays	Spots/Week	Rate	Rating						
	Wee	ek: 10/22/12	_	10/28/12	s-	1	\$800.00	0.00						
	35	8 10/2	27/1:	2 10/27/12	Sat 7-8p - ET Wk	nd CM	7-8p	S-	:30	1	\$600.00LV2	0.00 NM	1	\$600.00
					Ent Tonight Wee	kend								
	E	T WEEKEN		Cad Data	Modudaya	Spots/Week	Pata	Rating						
	We	Start Dar ek; 10/22/12		End Date 10/28/12	<u>Weekdays</u> S-		<u>Rate</u> \$600.00	0.00						
	36				Mon 10-11p	CM	10-11p	M	:30) 1	\$12,000.00LV1	0.00 NM	1	\$12,000.00
/					Hawaii Five-O									
	Н	IAWAII 5-0												
	LA 2	Start Da		End Date	Weekdays M	Spots/Week	<u>Rate</u> \$12,000.00	Rating 0.00						
_		ek: 10/29/12 8 10/2		11/04/12	CBS News Sunda			MorniS	:30	1	\$2,000.00LV1	0.00 NM	1	\$2,000.00
,	37	0 10/2	-Q/ 1.	2 10/20/12	CBS News Sund	•	ODO Odriday		.00	, ,	QE,000.00EV	0.00 (110)	·	Q2,000.00
2	S	UN MORN				,								
		Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		ek: 10/22/12		10/28/12	S		\$2,000.00	0.00			00 500 60111	0.00 111		#O FOO 55
:	38	8 10/2	28/1	2 10/28/12	Face The Nation Face The Nation	CM	race The Na	itionS	:30) 1	\$2,500.00LV1	U.00 NM	1	\$2,500.00
	F	ACE THE N	IATI	ON	race the Nation									
		Start Da		End Date	Weekdays	Spots/Week	Rate	Rating						
_	We	ek: 10/22/12		10/28/12	S	1	\$2,500.00	0.00						
	41	8 10/	28/1	2 10/28/12	8 News Now Sun		5-7p	S	:30) 1	\$1,500.00LV1	0.00 NM	1	\$1,500.00
		IEMC			8 News Now Sur	1 5-7p	(6:30 PM-7:0	0 PM)						
	V	VEWS Start Da	te	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	ek: 10/22/1		10/28/12	S		\$1,500.00	0.00						
=			-			~						Totals	53	\$80,150.00